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Salesforce Certified Business Analyst Exam Sample Questions (Q307-Q312):

NEW QUESTION # 307

After the completion of the most recent sprint at Cloud Kicks (CK), the business analyst (BA) provided a demo of three user stories for the customer support solution to a senior executive. During the demo, the BA showcased the following Salesforce functionalities:

1. Searching for an account
2. Creating a new case
3. Closing a case

After the demo, the BA received poor feedback stating that the executive was unsure about the definition of a "case."

What should the BA do differently in the next demo?

- A. Update the environment to use language specific to CK.
- **B. Confirm each user story includes a clear who, what, and why.**
- C. Explain that the term is a Salesforce industry standard.

Answer: B

Explanation:

User stories should follow the "Who, What, Why" format to ensure clarity and relevance:

- * Avoiding Ambiguity: The feedback about the unclear definition of "case" highlights a lack of context in the user story. Following the "Who, What, Why" format ensures that stories are understandable to all stakeholders.
- * Best Practices: Salesforce recommends well-structured user stories to communicate functionality clearly during demos and workshops.
- * Stakeholder Alignment: Including the "why" links functionality to business value, helping stakeholders understand the purpose of features showcased.

NEW QUESTION # 308

A business analyst (BA) at Cloud Kicks is preparing for a user acceptance testing (UAT) session to release a record-triggered flow that notifies account and opportunity owners once a quote has been accepted.

What should the BA do during UAT to ensure the solution meets the requirements?

- A. Work with the quality assurance (QA) team to perform UAT in a sandbox.
- B. Work with the solution architect to perform unit testing in a sandbox.
- **C. Work with subject matter experts to perform UAT in a sandbox.**

Answer: C

Explanation:

Explanation

The business analyst should work with subject matter experts to perform UAT in a sandbox to ensure that the solution meets the requirements. Subject matter experts are stakeholders who have extensive knowledge or experience in a specific domain or area that is relevant to the project or enhancement. Subject matter experts can help to validate that the solution works as intended and meets their needs and expectations in various scenarios. UAT is an end-user testing performed in a sandbox or test environment to verify that a project or enhancement works as intended, and what was originally requested is actually being delivered. UAT involves testing various scenarios on different users and levels of access to demonstrate that the solution works as expected in all situations.

References:

<https://trailhead.salesforce.com/content/learn/modules/user-acceptance-testing-video/learn-about-user-acceptance>

NEW QUESTION # 309

Universal Containers is in the discovery phase of a new Service Cloud project. The lead business analyst (BA) review user stories written by junior Bas. The lead BA discovers these user stories are missing details, as how case routing should work. The lead BA asks the junior Bas to make revisions based on the intended audience for the user stories.

- A. End user and development team
- B. Business user and QA team
- **C. Development and QA teams**

Answer: C

Explanation:

Explanation

This answer states that development and QA teams are the intended audience for the user stories written by junior BAs for developing a solution to help UC track and analyze its carbon emission in an effort to meet its new initiatives. Development team is a group of people who are responsible for building, testing, and deploying the solution based on the user stories. QA team is a group of people who are responsible for verifying, validating, and ensuring the quality of the solution based on the user stories.

Development and QA teams are the intended audience for the user stories because they need to understand what to build and how to test the solution, and they need to provide feedback or clarification on the user stories.

References:<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use>

NEW QUESTION # 310

A lead business analyst (BA) for a Service Cloud implementation at Universal Containers has a strict deadline. Both the client's executive team and the project manager are eager to complete the discovery phase of the project and begin development.

What are the key activities that the BA must complete prior to beginning development?

- A. Eliciting requirements, writing user stories, implementing solutions, Testing solutions
- **B. Eliciting requirements, documenting requirements, analyzing information, facilitating solutions**
- C. Eliciting requirements, analyzing requirements, facilitating solutions, implementing solutions

Answer: B

Explanation:

This answer states that eliciting requirements, documenting requirements, analyzing information, and facilitating solutions are the key activities that the BA must complete prior to beginning development for a Service Cloud implementation at UC. Eliciting requirements means that the BA gathers and clarifies the needs, expectations, and objectives of the stakeholders for the Service Cloud implementation. Documenting requirements means that the BA records and organizes the information obtained from eliciting requirements in a clear and concise way. Analyzing information means that the BA reviews and evaluates the information obtained from documenting requirements to identify gaps, issues, or opportunities for improvement.

Facilitating solutions means that the BA proposes and validates possible solutions or alternatives for addressing the gaps, issues, or opportunities for improvement identified from analyzing information. Eliciting requirements, documenting requirements, analyzing information, and facilitating solutions are the key activities that the BA must complete prior to beginning development for a Service Cloud implementation because they help the BA to define and communicate the scope and specifications of the Service Cloud implementation, and to ensure that they meet the stakeholder's needs, expectations, and objectives.

References:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder>

NEW QUESTION # 311

Universal Containers is rolling out Sales Cloud for the contract renewals team. The team has expressed resistance to learning another platform and changing their processes. The business analyst (BA) shows them a video case study of a contract renewals team at another company that successfully adopted Sales Cloud, which shortened its time to close and increased its close rate by 30%.

Which influencing style is the BA using?

- A. Collaborative
- B. Accommodating
- **C. inspiring**

Answer: C

Explanation:

Explanation

The influencing style that the BA is using is inspiring. Inspiring is a style that appeals to the emotions and values of the stakeholders, and motivates them to achieve a shared vision or goal. The BA is using an inspiring style by showing them a video case study of a contract renewals team at another company that successfully adopted Sales Cloud, which shortened its time to close and increased its close rate by 30%. This helps to create a positive and aspirational image of what Sales Cloud can do for them, and encourages them to overcome their resistance and embrace the change.

References:<https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-stakeholder-management>

NEW QUESTION # 312

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